

ANTECEDENTS OF BRAND LOYALTY; SMART PHONE INDUSTRY OF PAKISTAN

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ABSTRACT

The smart phone industry is the fastest growing industry now a days. There are a lot of organizations in the world now, who generate the smart phone. All organization like to satisfy their customer and then retain them for the long time to build up a strong brand relationships and loyal customer base. Brand leave a very strong effect on the life of the people, people feel proud and satisfaction to have a certain brand which can be highlight their personalities and cause to have more respect and show their prosperity in society. For this purpose, all the organization want to capture most of the market share. For to creating and increasing the brand loyalty among the customer, organization needs to work on some independent variables which are directly infect the brand loyalty. Brand loyalty is the dependent variable, and it can be up and down with the effect of its independent variable. The purpose of this study is to investigate and examine the effects of Brand Identification (BI), Brand Satisfaction (BS) and Brand Commitments (BC) on the Brand Loyalty (BL). How much increase or decrease in BL is caused by one of the independent variable values increase or decrees. In this study primary and secondary data were used. The secondary data collected from the relevant literature, books, online journals, and articles. The primary data collected from the population of Lahore.

Keywords: Brand loyalty, Brand Identification, Brand Satisfaction, Brand Commitment.

Introduction

Organizations always like to achieve a large market share to gain continues profitability. Brand loyalty gives big achievement to the organizations for receiving, caring and keeping the market share (Naeem, 2017). The every firm is like to gain a lot of share from market, the brand loyalty is the important tool to gain the market share this market share is the sure volume that an organization need that it must be receive in future. The brand loyalty is not easy to set in the minds of customers. It need a lot of time and investment to create it in the minds of customers. Loyalty has some reasons that he take place in the mind of customers. It causes a long term relation with brand, brand give them the benefits that other brands are fail to give them and have other a lot of reason that create the loyalty among the costumers. Especially regarding smartphone brands there are a lot of brands now in the market try to gain the share in the market but it's not easy now because a lot of competition. For gain a lot of share in market need a lot of struggle to gain the brand loyalty among the customers. Brand loyalty gives a great benefit to organizations, for example if someone is the loyal customer of an organization he bring more customer and that customers he bring free of cost in which organization not pay for pushing them to buy their products. So organization pay a lot for retention of customer and creating loyalty among the customers. Increasing and maintaining loyal customers has become a critical issue for long-term success of businesses. For many years, it's very challenging for the organization to developing and retain this loyalty among the customer. For this they struggle a lot and adopt different strategies to gain their goals. Positive marketing tactics depend on long term customer interactions. This long term relationship is very important for creating retention and loyalty.

The background and aim of this research is to examine the association between product brand loyalty and role of customer brand identification, Brand Satisfaction and Brand Commitment. For this purpose I choose the two smartphone brands Apple and Samsung. We will study in this research that, is brand identification, brand Satisfaction and Brand commitment impact on the brand loyalty. Have any correlation among of them.

Mostly peoples highlight and enrich their personalities with the help of some especial and famous brands (Kim & Park, 2001).The mobile phones or smartphones bring revolution in our society all over the world including Pakistan. Smartphone brands makes their brand personalities which effect the people and they like to purchase them for highlight their personalities. People

feel proud to have particular brand products such as smartphone particular brands Like Apple, Samsung, Blackberry. The smart phone is not a smart phone only it have many other application which help the consumer to resolve their problems like every smartphone now have a calculator but it's also have a scientific calculator which is the great help for the students. On the other hand smart phone app also help the businessman in the shape of different application like accounting software application help a business man to check their business position or inventory position online at the mobile phone app. Now we can check our bank accounts with the help of smart phone banking applications. Smart phone now also a complete social media device which help the people to connect with each other with help of the different apps like Facebook, WhatsApp, skype and other like these app bring the revolution in the life of the peoples it provide the very cheap way of communication throughout the world. It's a great revolution in our society. This is the thing now every smart phone brand bring the innovation in their product every day. Every month or every quarter bring the new models. Now it's very necessary to the organization to check their position in the market and know where they stand. For this purpose many peoples or organizations conducted the research work to know, is there brand have some impact on the life of the people. For this context we conduct this study and this research will provide the useful information to the smartphone brands and the consumer of smartphone brand.

The Objectives.

1. To investigate the impact of brand identification on customer brand loyalty.
2. To investigate the impact of brand satisfaction on customer brand loyalty.
3. To investigate the impact of brand commitment on customer brand loyalty.

The Significance

This study give useful information to the organizations to improve their relationship with the customers because now marketing is on the relationship management, mean a brand must create a good relationship with the customer. Through this study we identify the how brand identity play role to increasing the brand loyalty and how brand identity have co-relation with the brand loyalty. This study will canvas the effect of brand identification on brand loyalty. This thing give a great help to the companies and policy maker to make their strategies how they convey the identity toward customers and in the market that can be more effected for customers and they

identify the product easily. The brand commitment is show the position of a brand in the market. Brand commitment is that how a customer committed to the brand and this brand commitment show the level of brand loyalty. In the research we studied the co-relation between the brand commitment and brand loyalty which is very helpful to analyze the position of a brand for a policy maker and other smartphone organizations. Now a days marketing is more than the advertisements, now marketing have a very strong relation with relationship marketing for this purpose most of the organization spend a lot of resource for of this purpose.

Literature Review.

Brand Loyalty

Brand loyalty grab the attention in scholars which are mostly members of educational institutes and professionals for several years (Forsido, 2012). Last of few year the brand loyalty absorbing devotion from the educational and business organizations (Rai & Srivastava, 2012). In their understanding of the brand loyalty most of the professional pay their attention on behavioral characteristics, pay less devotion to attitudinal brand loyalty. The attitudinal characteristics grabbed more devotion when they feel behavioral brand loyalty failed to present a vast and clear results. Behavioral loyalty mean customer buy the product of specific brand daily basis from a shop regularly. We can say that customer loyalty is the wisdom of the users to buy an exact product or service again and again in upcoming time (García-Fernández, Gálvez-Ruíz, Vélez-Colón, & Bernal-García, 2018) . This could happen for different reason may be there is no other shop. This shop is nearby him and also can be other reason. There is no have any fundamental reason to buy from this shop nobody know it. The behavioral loyalty reflect proportional buying, purchase sequence and possibility of buying (Forsido, 2012). It's difficult or impossible for behavioral brand loyalty to explain why customers purchase repeatedly a specific brand and some time they buy the other brand without any reason (Forsido, 2012). In the marketing perspective customer loyalty plays a significant role in marketing to attract and retain the customer(Iqbal, Qadir, & Zaman, 2016). Customer loyalty regarding a brand is have a very important place and respect in the mind of customer. The cost of creating the new customers is very high now, marketing managers now depend upon the repeat purchasing behavior to forecast the sale and rising the profit in the different marketing events (Chinomona, 2014). The brand loyalty have different dimension's One of them is retention of the customer this is also a very

important in the marketing. The customer retention mean an organization retain a customer a long time or life time. On the other side of the picture marketing and operational costs decreases by the customer loyalty(Iqbal et al., 2016). If an organization fail to create brand loyalty among the customers it's very difficult for him to compete the other organization in the market. Because this firm must faces the more attention to pay on the marketing this thing need more money and this money is the reason the cost goes to the highest place where the customer are not buying the product because in this era the price is the main head to attract the customers. It's very difficult to exaggerate the importance of the customer having their influence on the organization cost-effectiveness and sale. Endless repeat purchasing activities of the customer present the higher profitability and a high speed business turnover (Chinomona, 2014). because at the same time to many organization present their products at same price and quality so if the cost is high there is no sale of the product in high quantity and if the product is not going out in the market in high quantity it's very difficult to gain an economy of scale. If any organization fail to gain an economy of scale in production it's very difficult to gain a huge market share because the cost of product is too much high. This is the era the era of the global marketing if you are not produce the product at low price and in a standard quality you cannot compete the market. People brings the product form abroad. Now a days there are so much organization in the other advance countries like New Zealand, Australia and European countries they can send the product in the Pakistan less than 24 hour so competition is tuff. Local Pakistani organization must pay their lot of attention on the brand loyalty how they create among the customer or to make the loyal customers.

Customer Brand Identification (CBI) and Brand Loyalty

According to customer point of view identification is relate to personally thinking of a person to ward an organization (Rather & Sharma, 2016). When a person have a personal thinking about a product and this product satisfied him and this thing create very strong identity in the mind of a customer. And customer recognize this brand in thousands of other brand. And in the brands perspective, the identification is arise when someone his own image regarding a brand or product match with the brand image, that thing convey an organization to the market and toward customer (Rather & Sharma, 2016). The organizations also convey the identity toward customer and the markets they spend a lot on identity because this identity give the brand

loyalty among the people. People recognize or identified their product because the brand identity match with the customer identity which place in the mind of customer. The first inside approach of brand identity is organizational identity the trademark or organizational identity is a sum of graphics, sign and symbols representing the company, which make it easy to quickly identifiable to consumers and other stakeholders(Heding, Knudtzen, & Bjerre, 2009).

Brand Satisfaction and Brand Loyalty

In the marketing perspective brand satisfaction create a place from last of few years, customer satisfaction and dissatisfaction has develop a main marketing concept which give the organizations a long lasting a strong position among their rivals (Rather & Sharma, 2016). Because if a brand is fail to satisfied the customer, how customer rebuying it and how they make the customer loyal to brand. Previous studies shows that the loyal customers are repurchasing the brand or product and they particularly preferred the product or brand to the others (Chen & Lee, 2015).

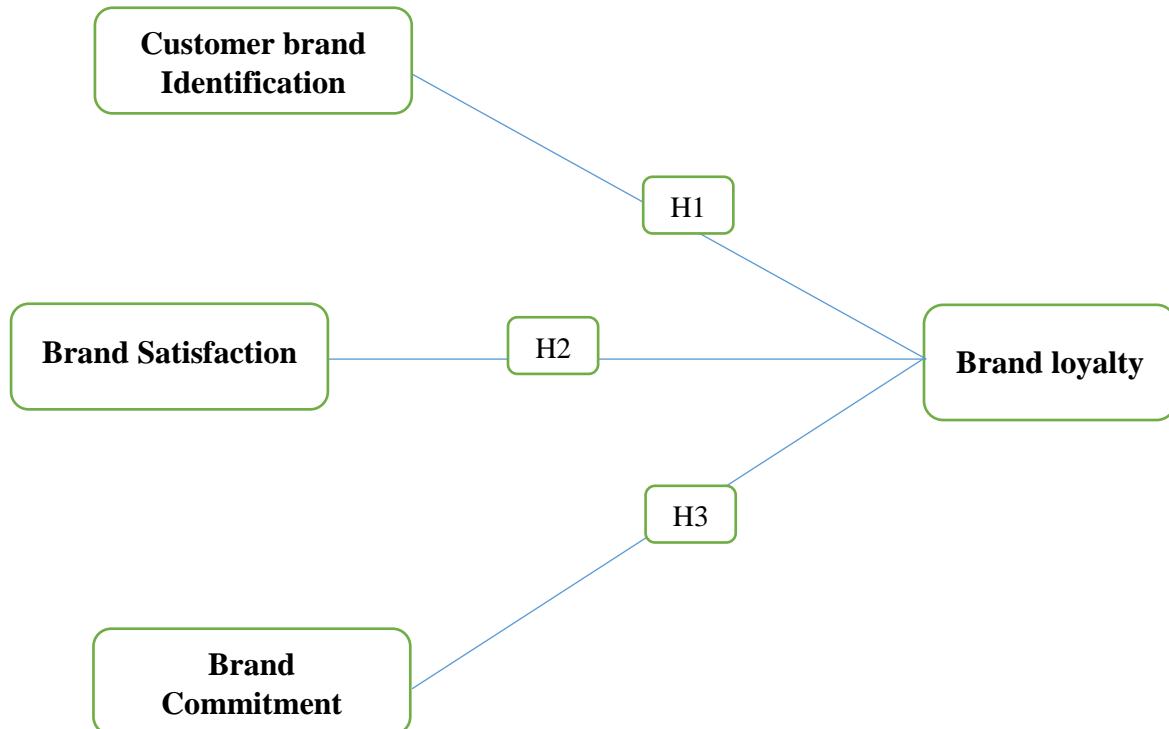
Brand satisfaction is also a variable that effect the brand loyalty(Forsido, 2012). Brand satisfaction is the variable that positively impact on the brand loyalty. Brand satisfaction mean a brand is completely fulfill the requirement of a customer. More satisfied customers shows the significant signs of loyalty because of their habits although customer satisfaction is healthier sign for firm progress (Tweneboah-Koduah & Yuty Duweh Farley, 2015).

Brand Commitment and Brand Loyalty

The customers who have the high levels of the commitment, they develop a strong relationships with their brand and they like to create the strong links with themselves and the brand (Rather & Sharma, 2016). These thing show that a strong commitment toward a brand create a strong relationship among the customer and brand. This strong relationship and commitment create a strong level of loyalty among the customer. This loyalty is the goal of the organizations which help them to retain the customers and live in the market. Commitment is the main idea in the relationship marketing study (Rather & Sharma, 2016). Because commitment show the position of a brand in the market, how much people like him and how much people loyal to him. If any

brand have a lot of share in the market it gain a lot profit which is destination of any organization. The customer commitment is a main idea in the growth and caring of marketing relationships because it is a central psychological power that relate the consumer to the selling company product (Punniyamoorthy & Prasanna Mohan Raj, 2007). Brand commitment mean a strong relationship among the customer and the brand.

Conceptual Model



Hypothesis

H1: Customer Brand identification positively influence smartphone customer brand loyalty.

H2: Brand satisfaction a positive association with smartphone customer brand loyalty.

H3: Brand commitment is positively related to smartphone customer brand loyalty.

Research Methodology

Objective of the study

The objective of the study is to examine the relationship among the customers and brand how a brand loyalty create among the customer and brands. How brand identification, brand satisfaction and brand commitment impact on the brand loyalty.

Sampling and Sample size

In this study we use the simple random sampling technique to collect the information from the participant of this study. Sample size is 150

Data Collection Tools

The questionnaire will use for the data collection. The questionnaire will divided in to two sections one is for demographic information collection like age, income, gender etc. and in 2nd section focus on marketing constructs. It's easy to collect the data through questionnaire. Five point Likert scale used to collect the data.

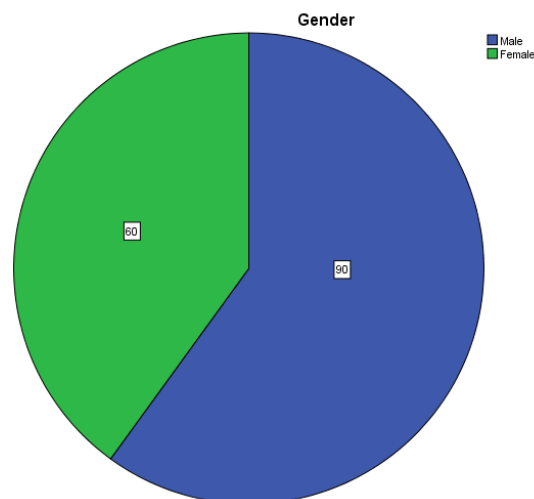
Scope of Study

The most of the participant of this study are the student of the various universities and the manager of different organization including banks and commercial organization. Only Lahore residence are the participant of this study. It's strategically very important to examine these marketing variables in mobile phone industry

Data Analysis.

Demographic analysis

Total of 150 person participate in this research. In this study female also participate which are the 40% of total participants mean they are the 60 numbers of female that are participate and 60% of the population are male which is total 90 numbers of male are the participants which is shown in table no.1.



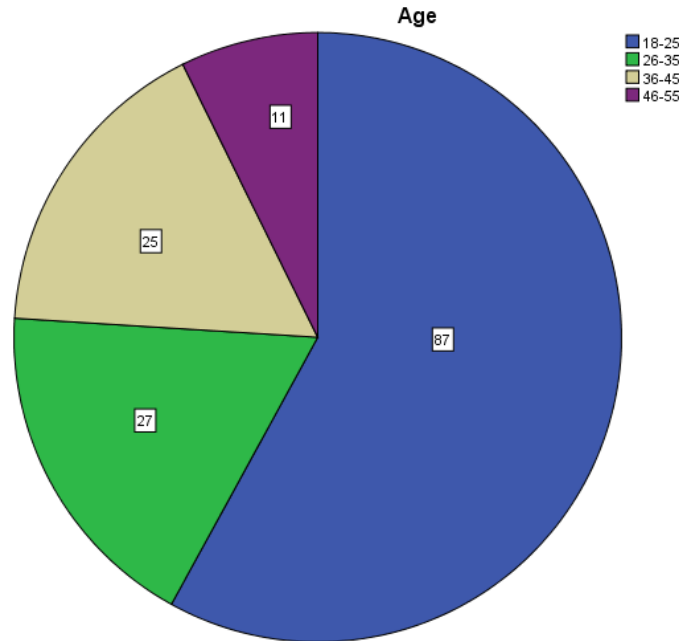
The 60% of the population are the user of the Samsung brand and 40% are the users of the apple brand. Which is shown in the table.2 all participant are from the different part of the society like students, government servants, professionals and students

Table

1

		Brand Name			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	60	40.0	40.0	40.0
	SAMSUNG	90	60.0	60.0	100.0
	Total	150	100.0	100.0	

The participant of different age are participate in this research the most of the participant are fall in the age of the 18-25 year which is the 58% of the total population. This figure is shows that most of the participants are the very young and all they are well aware about the brand and usage of the smartphone. Most of the young generation use the smartphone which are the well aware about the communication apps and other social media apps which is the important part of smart phone. The 2nd most frequent age group is 26-35 year of the age which is the 18% of the total population, for this group of we can also sad that it's also fall in the young age and they are also the well aware about the brands and participate in the research through filling the questionnaire. The 3rd most frequent age group of the participant is 36-45 which is the 16.7% of the population and at 4th group is the age between 46 - 55 which is the 7.3% of the total population.



In this study we also shows that how much percent of the population which are use the brand Apple and Samsung, how much percent of them are the Male and how much percent are the female as shown in the table no.6. Male user of the apple brand are 44 numbers which is the 73.333% and female user are the 16 number’s and 26.666% of their brand user or apple users population which is shows that female in the Pakistan are not the most frequent users of the Apple brand. Apple must pay more attention to improve their products to make more familiar for the ladies. On the other hand 49% of the Samsung participant are the female and the 51% population of the Samsung are the male which is shown in the table no.6. This figure shows that Samsung is the equally famous among the male and female in the Pakistan. Samsung make his product more friendly user then Apple. That’s why more of the female use the Samsung brand.

Table 2

Gender * Brand Name

		Brand Name		Total
		Apple	SAMSUNG	
Gender	Male	44	46	90
	Female	16	44	60
Total		60	90	150

Descriptive

Table 8 shows

Statistics

the Descriptive

statistics of all the variables, independent and the dependent variable. Brand identification, brand satisfaction and the brand commitment are the independent variables. The brand loyalty is the

dependent variable. Its observed that mobile phone user are the positively influence by the brand satisfaction, brand identification and customer brand commitment.

Table 8

Descriptive Statistics

	Mean	Std. Deviation	N
Brand ID	3.5627	.83333	150
Brand Sat	4.1350	.77915	150
Brand Com	3.7450	.80083	150
Brand Lty	3.7267	.73582	150

The descriptive statistics table shows that the most of the participant are the loyal customer of their brands, Brand loyalty have the mean 3.7267. The most of smartphone user are agreed (4.135) that they are satisfied from their respective brands. The most of the smart phone users are agreed (3.745) that their brands give them the satisfaction and they are the satisfied from their respective brands. The mean value 3.7267 of brand commitment shows that the users of the smartphone brand have a very strong commitment with their respective brands.

The Reliability

There are total four variables in this research. Cronbach's Alpha is used for gaining the reliability of four variables and the values gained from Cronbach's Alpha is 0.922 which is greater than 0.7. It means that the instrument is reliable and thus, acceptable(Naeem, 2017)

This mean that the value of Cronbach's Alpha 0.7 is the value that is trustable less this value there is no have the reliability in the data and scale is not the true which not produce the correct values. So our Cronbach's Alpha value is .922 which is highly reliable and the scale which are used for this research are strongly true.

Correlation and Regression analyses.

Table 10 shows that there is a significant relationship among the variables. The strength of the relationship among the brand loyalty and the brand identification is .725 with a significance value of 0.00 which shows the very significant relation. This relation shows that brand identification have a very deep positive impact on the brand loyalty.

This table figures also shows that the customers are the highly satisfied from their respective brands and there is a very strong relation among the brand loyalty and the brand satisfaction, the strength of this relation in the table is .809 with the significance value of 0.00. The reason for this association is that the users of the smart phone brands are the highly satisfied from their respective brand and this satisfaction is the directly correlate with brand loyalty mean have positive and very strong relationship.

.Table 10

Pearson Correlation

	Brand ID	Brand Sat	Brand Com	Brand Loyalty
Brand ID	1	.668**	.722**	.725**
Brand Sat	.668**	1	.792**	.809**
Brand Com	.722**	.792**	1	.798**
Brand Loyalty	.725**	.809**	.798**	1

Note. Brand ID= brand Identification. Brand Sat= brand satisfaction, Brand Com= brand commitment

** . Correlation is significant at the 0.01 level (2-tailed).

The table 10 shows that there is a strong association among the brand commitment and brand loyalty. The strength of the relationship among those variable is the value .798 with the significance value of 0.00. Which is significantly very high.

Regression Analysis

The B value show that the association between brand loyalty and independent variable. Positive variable shows the positive association and negative coefficient shows negative relationship.

Table13 **Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.340	.170		2.006	.047
	Brand ID	.201	.055	.228	3.664	.000
	Brand Sat	.393	.066	.416	5.906	.000
	Brand Com	.279	.070	.304	4.016	.000

a. Dependent Variable: Brand Loyalty

The above table 13 shows that if 20.01% change in the brand identification, 39.3% change in the Brand Satisfaction and 27.9% change in the brand commitment. Than it will bring 1% change in brand loyalty. It mean all these independent variable positively relate with the brand loyalty, any type of the positive change in B bring the positive change in the Brand loyalty(Naeem, 2017).

We can say it also like that if coefficient of brand identification shows of increase by 1 unit, this causes .201 unit rises in brand loyalty. This statement is true if the other two variables are stay fix.

Conclusion and Discussion

The research identified that three factor or the variable effect on the Brand Loyalty. The Brand Identification, Brand Satisfaction and Brand Commitment are the three variable that create the impact on the Brand Loyalty of the customer. Age, gender and education not have deep effect and influence the brand loyalty. In the brand loyalty repeat purchasing is not the final impact that show the brand loyalty among the customers. The mostly previous results from empirical studies shows that the brand identification influence the brand loyalty.(Rather & Sharma, 2016). Repeat purchasing can be cause of the any other reason but the other factor that we can calculate the empirically, that's are the variable that we mention above in that paragraph. Continues research analyzed that customer loyalty has a very deep influence on the company's business activities. Most of the research has been reported revolving around the antecedents of customer loyalty for smartphone brands(Iqbal et al., 2016). In this study we examine that brand loyalty have a lot of benefits and it cause to increase in revenue, profit and also cause increase in customer volume.

Implication of study

This study is for the business and the academic institutes which are related to the smart phone industry and marketing. In the perspective of the Pakistani market of smart phone need a lot of efforts to create the more awareness about the brand loyalty. People in the Pakistan mostly not aware about the brands and loyalty. Mostly educated people which is include the students of the higher education, Bankers, business executives and government officers have some aware ness about the brands and their features and brand loyalty. Smartphone brands organization need to more work in the marketing perspective to create the more awareness about the smartphone product. Mostly users are not the aware about the brand and its usage. The organizations must introduce the distinctive features in the smartphone to make a good reputation and gives the

satisfaction to users. Smart phone is fast growing industry so it's necessary to conduct the studies time to time and collect the fresh data from market or society. The smart phone organizations must need to create the especial program according to the segmentation. Like for student organize the entertainment shows in the universities and introduce their product during these programs. These thing have a very deep impact on the customer. The organization must pay the more attention on the advertisement and the other promotion tactics that can reduce the alternative attractiveness, because the alternative attractiveness have a very deep impact on the brand loyalty (Iqbal et al., 2016).

Limitation and Future Research

The most difficult thing for this research is the time, it's a time-consuming work and need a lot of patience to study a lot of literature and collect the information about to the related subject. It's really a time consuming job, for this purpose need a lot of time. There is a Limitation of the resources to reach the required literature and data. It's very difficult to take the required information from the participant because everyone have their own nature and conduct to communicate others. Everyone is not the serious person who give us correct and reliable information. The questionnaire is the limited resource to collect the opinion of the people now it need to collect the information from a detail interviews or open ended questions. In this study We test the three independent variable and one dependent variable. May be other independent variables are also have a deeply influence on the brand loyalty must be consider them and test them to another study.

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